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For Immediate Release

Beth Minardi & Martin Parsons – LIVE at Premiere Birmingham!

Birmingham, AL, Birmingham Jefferson Convention Center — On September 30th & October 1st, Beth Minardi makes her first appearance ever at Premiere Birmingham! Dubbed the “Highlight Diva”, this expert colorist, educator and salon owner has elevated hair color to a contemporary art form. Now *you* can learn Beth’s color tricks and techniques during her Look & Learn Workshop at Premiere Birmingham! If you’ve ever wondered why your reds are brassy and why your “golden” blondes simply aren’t that golden...do not miss Beth Minardi at Premiere Birmingham!

Returning to the Premiere Birmingham lineup is international up-do superstar Martin Parsons! Martin’s elegant up-dos and entertaining performances make him one of the industry’s most requested educators and Premiere is bringing him to you! Join Martin Parsons and other respected industry educators on the Cutting Edge Stage at Premiere Birmingham.

In addition to Beth, Martin and a host of other educators, Premiere Birmingham offers the same high quality hair, nail, skincare and business education that you would expect from a Premiere event. Specialized education in makeup, barbershop, global texture, even extensions & weaves makes Premiere Birmingham a perfect event for every beauty industry member. Everyone on the staff will benefit from this showcase of artistry and education!

Tickets for Premiere Birmingham are on sale now! Two-Day General Show admission tickets are \$40 for students and \$50 for professionals when purchased before September 30th. For more information and to order tickets, call 800.335.7469 or visit www.premiereshows.com.

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Contact

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